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# Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to all offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of each month for distribution to all offices, including those which do not have access to the electronic mail network. Any items, comments or inquiries should be sent to Denver Browning, editor, or Nancy Bevis, Special Programs Division, Office of Information, U.S. Department of Agriculture, Room 536A, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209 or Bevis' Dialcom mailbox AGR001, or call at (202) 447-7454.

## USDA'S FOOD SAFETY AND INSPECTION SERVICE HAS THREE PUBLIC AFFAIRS OPENINGS

The Food Safety and Inspection Service has three new openings for regional public affairs specialists in Des Moines, Iowa; Alameda, Calif., and Dallas, Tex. Each public affairs specialist will be responsible for providing outreach activities within the assigned region to promote food safety education, as well as providing writing and editing services for the regional FSIS director.

The positions are GS-1035-12, and report to the chief of the agency's Public Awareness Office in Washington, DC. The Des Moines position (announcement number FSIS-M-63-87) closes Jan. 20. The Dallas position (announcement number FSIS-M-70-87) and the Alameda position (announcement number FSIS-M-72-87) are open until Feb. 2.

For more information on these positions, contact Laura Fox, Chief of the Public Awareness Office, (202) 447-9351, or FTS 447-9351. (1/6)

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## AGRICULTURAL COMMUNICATORS LEARN ABOUT INTERNATIONAL COMMUNICATIONS

"The international communication experience is challenging and rewarding. It gives you a personal network of contacts and a wider range of friends. You see the big picture, the global picture," said Don Esslinger, information specialist and associate professor of Cooperative Extension Service, University of Missouri.

Esslinger, from his office at the university, took part in a December 1986 teleconference workshop presented by Agricultural Communicators in Education (ACE) in Washington, D.C.

Edwin A. Tout, program assistant, communications for technology, Academy for Educational Development, chaired the teleconference along with Kathleen Moran, editor of "Development Communication Report." Esslinger, Tout, and Moran worked on overseas assignments in numerous third world countries.

The trio shared their overseas experiences with workshop attendees and showed a videotape, produced by Esslinger, that addressed some international aspects of ACE and other organizations.

"Overseas tasks entail working with communication equipment and facilities already in place, such as local radio stations and newspapers," said Tout. "The tasks also include supporting existing agencies and local communicators as well as Ministries of Agriculture."

The focus of overseas tasks is on communication technologies that are perhaps underused or new. "We apply what we know about communications," Esslinger said, "it is our job to get the right people together, get them to talk together, get feedback from the audience, and listen to the farmers." It is, in some respects, communication bridge building among farmers, Extension staff, and the public to improve the skills and knowledge of the third world farm communities.

For anyone interested in getting overseas assignments, the group suggested getting involved -- attend ACE meetings, join international affairs special interest groups, and subscribe to newsletters such as the DCR. This involvement will help you learn what is going on and where it is taking place.

Knowing the native language is a plus in getting an assignment overseas, although not a requirement. Tout explained that not speaking the language has "placed me at a disadvantage many times."

(more)



Moran claims her years of overseas experience enhanced her job skills in her present job. "I can more creatively select the information and materials I send to them now because I understand their culture and needs," she said.

"Culture awareness and sensitivity," says Esslinger, "have made me a better communicator and much more cognizant of the problems and opportunities we run into each day here in Missouri and indeed across the United States. From our international communication experience we can see what is happening in the interpersonal relations community, family relationships in other cultures, and economic conditions of the world and how it influences the farm communities in the United States." (1/6)

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#### USDA'S RADIO EXPANDS COVERAGE OF SPECIAL EVENTS THROUGH SATELLITE USE

The Radio & Television Division (R&TV) of USDA's Office of Information, is expanding its coverage of special events by sending the events to a group of agricultural radio networks via satellite.

Jim Johnson, Chief, R&TV, explained, "We're sending the audio to Richmond, Virginia, over regular telephone lines using the Comrex encoder/decoder system. From there the signal goes up on Westar III. We've identified 15 regional networks that use this satellite, and they have a combined total of nearly 1,000 affiliated stations. This coverage is in addition to the coverage we normally get through the use of teleconferencing bridges."

Johnson said USDA Radio has used 20-30 port teleconference bridges to send live coverage of regular press conferences and special "telephone press conferences" to stations and networks for several years.

"This new 'Network of Networks' system is especially cost effective," Johnson said. "We have a contract with the Agrinet Farm Network in which we pay only \$100 per event and that covers all uplinking costs." (1/8)

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#### USDA'S FOREIGN AGRICULTURAL SERVICE NEEDS A GS-11 PUBLIC AFFAIRS SPECIALIST

The Program and Policy Branch of USDA's Foreign Agricultural Service has an opening for a GS-1035-11/12 Public Affairs Specialist (Announcement number FAS-86-029A).

The Program and Policy Branch prepares a wide variety of information pieces to promote greater public awareness of the nation's agricultural export promotion programs, trade policies, foreign agricultural production, foreign trade developments, and related areas. The branch also prepares information materials used by personnel in the U.S. and overseas.

Contact Mildred Ross (202-447-3267), USDA, Foreign Agricultural Service, Personnel Division, Room 5627-S, Washington, DC 20250.

Closing date is Jan. 17. (1/8)

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#### GEORGE WASHINGTON UNIVERSITY OFFERS SPRING '87 PUBLICATION SPECIALIST PROGRAM

George Washington University's Publication Specialist Program is offering three new courses this year.

(more)

Government Publishing (PS 539A), consists of 8 Wednesday sessions beginning February 11 to April 1, 7-10 p.m.

Evaluating Publications and Implementing Change (PS 529A), runs from February 9 to March 9, in 4 Monday sessions from 7-10 p.m.

Advertising Sales (PS 516A) has 8 Thursday sessions from February 12 to April 2, 7-10 p.m.

Registration begins the week of January 25. For more information, call (202) 994-7273, or write: George Washington University, Center for Continuing Education in Washington, Publication Specialist Program, 801 22nd Street, N.W., Suite T-409, Washington, DC 20052. (1/12)

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#### NORTH CAROLINA STATE UNIVERSITY IN SEARCH OF WRITER/INFORMATION SPECIALIST

The North Carolina State University School of Agriculture and Life Sciences is seeking a science writer/information specialist to write for mass media and internal publications. Requirements are a Master's degree, 3 years experience, and a keen interest in biological sciences.

Send letter, resume, and clips to: J. W. Upchurch, Department of Agricultural Communications, N.C. State University, Box 7603, Raleigh, NC 27695. (1/12)

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#### USDA'S AUDIOVISUAL MANAGER REPORTS ON FISCAL YEAR 1986 PRODUCTION

USDA spent \$1,476,406 to produce and duplicate audiovisual products in fiscal year 1986, according to Jim Johnson who serves as USDA's Audiovisual Manager. Johnson also is head of the Radio and Television Division in USDA's Office of Information.

The FY '86 expenditure is down 5-1/2 percent from FY '85. However, some interesting shifts occurred in areas where monies were spent, Johnson said. In 1985, USDA spent \$138,854 on film productions. Last year, this had dropped to \$85,707. On the other hand, videotape productions continued to expand. In 1985, USDA spent \$683,688; this increased to \$842,054 in 1986.

The biggest surprise was in the "Audio Tape/Disc" category. Production costs for 1985 were \$32,180. This increased to \$181,359 in FY '86. (1/13)

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#### USDA RADIO NEWS SERVICE COVERAGE STATISTICS FOR 1986 CALENDAR YEAR

During calendar year 1986, the USDA radio news service produced a total of 1,747 news stories for farm broadcasters across the country, a 28 percent increase over 1985. These stories were available via telephone line, and in the course of the year, farm broadcasters called the service nearly 28,000 times.

USDA Office of Information Radio and Television Division Chief Jim Johnson said, "USDA radio staff members Gary Crawford, Brenda Curtis-Heiken, and George Holmes work hard to get as many voice actualities into the stories as possible.

(more)

These efforts continue to pay off. This past year over 1,500 of the stories contained voice actualities. Said another way, over 86 percent of the news stories on the news line last year contain actualities."

On the television side, the USDA satellite news service produced a total of 431 news actualities and 49 news features. Vic Powell, of the Radio and TV Division, produces this service on a weekly basis. It is available only via satellite, Johnson said. (1/13)

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#### PENN STATE'S COLLEGE OF AGRICULTURE MAKES CHANGES IN UNDERGRADUATE PROGRAM

The Pennsylvania State University's College of Agriculture will be changing its approach to undergraduate education next fall.

Students will take more writing-intensive and problem-solving courses and spend more time studying the ethical and societal issues in food, agriculture, and natural resource management.

According to Gene Love, associate dean for resident education, "All the technical expertise in the world is not going to make someone a good leader or an insightful policymaker. Our students should receive a broad, integrated education that will enable them to adapt to a changing world."

Some of the today's agricultural issues that graduates will have to face are acid rain, biotechnology, groundwater pollution, food additives, export markets, pesticides and chemicals, financial management, marketing, and nutrition education.

Recent national reports on education, which prompted Penn State's change, stress the need for an integrated undergraduate curriculum. Colleges and universities have been criticized for allowing students to take an unstructured sequence of courses and graduating students who cannot write or present what they know in an intelligible, understandable form.

Love says that faculty objectives include the need to incorporate communication skills and leadership opportunities into subject matter courses in agriculture. (1/15)

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#### APHIS PUBLIC AWARENESS UNIT SEEKS VISUAL INFORMATION SPECIALIST FOR GRAPHICS

USDA'S Animal and Plant Health Inspection Service is looking for a visual information specialist (graphic designer) at the GS-07 level (promotion potential to GS-09) to join its public awareness unit.

APHIS is responsible for keeping destructive plant and animal pests and diseases from entering our country, for eradicating those that get past our border defenses and for carrying out control and eradication programs against certain animal diseases and plant pests. The public awareness unit is responsible for information work to support these activities.

Applicants should have good design capabilities and should be familiar with basic graphic design planning and skills. The job is located in the Washington, D.C., area (Hyattsville, Md.).

SF-171s should be sent to USDA, APHIS, WPS, Room 1139 South Building, 14th and Independence Ave., SW, Washington, DC 20250, and should refer to announcement no. W-492-87. Applications must be received by January 20. For more information, call WPS at FTS (202) 382-1364 or Wayne Baggett at FTS (301) 436-7799. (1/15)

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## AGRICULTURAL RESEARCH SERVICE HAS OPENING FOR PUBLIC AFFAIRS SPECIALIST

USDA's Agricultural Research Service has an opening for a public affairs specialist GS-1035-9, with promotion potential to a GS-12 (Announcement number ARS-H27-035).

The position is in the Current Information Branch, and involves planning and writing news and feature articles that explain and interpret agency research, and conducts interviews to obtain information to report.

For further information, contact: USDA, ARS, Personnel Division, Personnel Operations Branch, Room 123, Bldg. 003, BARC-West, Beltsville, MD 20705. Telephone 301-344-2701.

Closing date is January 20.

(1/15)

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## WEEKEND WORKSHOPS IN GW UNIVERSITY'S SPRING PUBLICATION SPECIALIST PROGRAM

In addition to the three new courses (See INSIDE INFORMATION, 87005, 1/12/87) being offered this year in the George Washington University's Spring Publication Specialist Program, here are some one-day workshops being offered on weekends, beginning at 10 a.m. on Saturdays.

Editing for Science and Technology Part I (PS 541A) will be held on Mar. 14, and Part II (PS 542B) will be held on Mar. 21. Saving Printing Dollars (PS 547A), will be held on Mar. 7; Publication Budgeting Workshop (PS 556A), Feb. 21; and The Washington Job Market (PS 560A), on Mar. 21.

For more information, call (202) 994-7273, or write: George Washington University, Center for Continuing Education in Washington, Publication Specialist Program, 801 22nd Street, N.W., Suite T-409, Washington, DC 20052.

(1/23)

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## SOUTHERN ASSOCIATION OF AGRICULTURAL SCIENTISTS 84TH ANNUAL CONVENTION

The Agricultural Communications Section of the Southern Association of Agricultural Scientists will hold their 84th Annual Convention Feb. 1-4.

The convention, "Combining High-Tech and Traditional Methods of Communicating Research," is being held at the Opryland Hotel in Nashville, Tenn.

For further information, contact: Gene Stevenson, Auburn University, Auburn, AL 36830.

(1/23)

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## USDA'S OFFICE OF INFORMATION STILL NEEDS VISUAL INFORMATION SPECIALIST

The Photography Division of USDA's Office of Information is still looking for a Visual Information Specialist, GS-1084-9/11 (Announcement #OGPA-86-27A). (See INSIDE INFORMATION, 86211, 12/30/86).

The closing date has been extended to Feb. 4, and the area of consideration extended to include all sources.

Send resume to Pamela Keene, USDA, OP, Personnel Operations, Rm. 25-W, Washington, DC 20250. Telephone: (202) 447-5833.

(1/23)

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# USDA'S AGRICULTURAL MARKETING SERVICE NEEDS A PUBLIC AFFAIRS SPECIALIST

USDA's Agricultural Marketing Service Information Staff has an opening for a GS-1035-9/11 (Announcement No. W-530-87), to write information material to reach audiences through news media. Other duties would include developing relationships with media representatives, preparing responses to inquiries, and writing articles and speeches for the agency administrator.

Contact: USDA, APHIS, WPS, Room 1139-S, Washington, DC 20250.

Closing date is Feb. 2.

(1/23)

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## NOTE TO READERS OF 'INSIDE INFORMATION'--FROM VOLUME 1 TO VOLUME 9

This issue of "Inside Information" begins the ninth year of publication. It has changed some in format and frequency of issuance, and has gone "electronic" in the last few years, but its original purpose remains the same.

The originator and first editor, former USDA director of public affairs Hal Taylor said in Issue No. 1, Volume No. 1, that the purpose of the new news-letter was to communicate "with ALL information people within the 'official' USDA information family...including staff of ALL agencies, land grant university cooperators, and the state departments of agriculture."

In order for "Inside Information" to continue to serve all within the USDA and USDA-related information organization, we need your input of items, and even your suggestions for the newsletter.

In the first issue, the first editor put out a call for articles about public affairs/information people (assignments, moves, retirements), job openings, awards, honors, study leaves, etc. He also asked for stories about new information techniques, new services, and even new publications.

Successor editors, Stan Prochaska and John Crowley, had the same needs, and the current editor, Denver Browning, still has the same needs and requests items from any and all readers of "Inside Information."

Keep in mind that those items received via electronic mail (send to Dialcom AGR209) will get the fastest turn-around. This is particularly important for announcements about new job openings, and can be very helpful in communicating such events as upcoming teleconferences.

And, if you know someone who should be getting "Inside" that isn't, or you want to get electronically (through Dialcom), or just have a change of postal address, let Nancy Bevis know right away (Dialcom AGR001 or 202-447-7454).

So, folks, keep those letters, memorandums, cards and electronic messages coming. With your help we can continue to make sure "Inside Information" serves our intended audience.

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